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PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

PCT

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INVITATION TO PAY ADDITIONAL FEES

(PCT Article 17(3)(a) and Rule 40.1)

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| Date of mailing (day/month/year) | 02/07/1999 |
| Applicant's or agent's file reference 092/00811 | PAYMENT DUE within 45 30 days from the above date of mailing |
| International application No. PCT/IL 99/00056 | International filing date (day/month/year) 28/01/1999 |
| Applicant EASYNET ACCESS INC. et al. | |

1. This International Searching Authority

(i) considers that there are 9 (number of) inventions claimed in the international application covered by the claims indicated ~~below~~ on the extra sheet:

and it considers that the international application does not comply with the requirements of unity of invention (Rules 13.1, 13.2 and 13.3) for the reasons indicated ~~below~~ on the extra sheet:

(ii) has carried out a partial international search (see Annex) will establish the international search report on those parts of the international application which relate to the invention first mentioned in claims Nos.:

1-25, 87-90

(iii) will establish the international search report on the other parts of the international application only if, and to the extent to which, additional fees are paid

2. The applicant is hereby invited, within the time limit indicated above, to pay the amount indicated below:

DEM 1.848,26 x **8** = **DEM 14.786,08**
Fee per additional invention number of additional inventions total amount of additional fees

Or, **EUR 945,00** x **8** = **EUR 7.560,00**

The applicant is informed that, according to Rule 40.2(c), the payment of any additional fee may be made under protest, i.e., a reasoned statement to the effect that the international application complies with the requirement of unity of invention or that the amount of the required additional fee is excessive.

3. Claim(s) Nos. _____ have been found to be unsearchable under Article 17(2)(b) because of defects under Article 17(2)(a) and therefore have not been included with any invention.

Name and mailing address of the International Searching Authority

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Authorized officer

Lucia Van Pinxteren

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. Claims: 1-25,87-90

A method of a user interacting with the internet.

2. Claims: 26-42,49-61

A method of user virtual personality maintenance and adaptation.

3. Claim : 43

A method for virtual personality selection by a user.

4. Claims: 44-48

A method of site ambiance provision.

5. Claims: 62-74

A method of site matching and advertisement personalization to a virtual personality.

6. Claims: 75-78

A method of www site modification according to a personality profile.

7. Claims: 79-86

A method of data directory display.

8. Claims: 91-100

A method of user interface modification.

9. Claims: 101-111

A method of storing a user's personality profile on a computer readable storage media.

The international searching authority is of the opinion that nine inventions are claimed in the present application SAE 223898 (PCT/IL

99/00056) and therefore the application does not comply with the requirements of unity of invention as set forth in the PCT regulations Rule 13(1) PCT:

Subject 1. Claims 1-25,87-90 : A method of a user interacting with the internet.

Subject 2. Claims 26-42,49-61: A method of user virtual personality maintenance and adaptation.

Subject 3. Claim 43 : A method for virtual personality selection by a user.

Subject 4. Claims 44-48 : A method of site ambiance provision.

Subject 5. Claims 62-74 : A method of site matching and advertisement personalization to a virtual personality.

Subject 6. Claims 75-78 : A method of www site modification according to a personality profile.

Subject 7. Claims 79-86 : A method of data directory display.

Subject 8. Claims 91-100 : A method of user interface modification.

Subject 9. Claims 101-111 : A method of storing a user's personality profile on a computer readable storage media.

This opinion is based on the following reasons:

1. The prior art document by Freedom of Information, Inc. discloses a data tracking and appropriate audience targeting method operated on and connected to a server to the World Wide Web (www) internet for communication among various networks and processors and other end users connected through servers. The information tracking method allows to determine a demographic and behavioural or psychographic profile of computer users. Based on user activity monitoring user preferences and habits can be determined, i.e. presentation format preferences. The method also allows for displaying advertisements to the end users in accordance with the psychographic profile of the user.

It can be seen from the above that the remaining technical feature of claim 17, representing the group of claims 1-25, 87-90, is that a personality comprises relational information, which defines relations between various aspects of the personality. This technical feature can thus be considered as a Special Technical Feature as defined by Rule 13(2) PCT, characterizing of the first subject.

The objective problem corresponding to claim 17 could thus be said to be that a personality comprises relational information, which defines relations between various aspects of the personality. The remaining claims in the group point to possibly different objective problems.

2. Claims 26-42 and 49-61 yield the non disclosed potential technical features of a method for virtual personality maintenance and adaptation.

The objective problem to be solved by this group of claims could thus be said to be the creation of a virtual personality profile. The potential Special Technical Features of subject 2, are to be found in the steps necessary to implement this method.

3. Independent claim 43 yields the non disclosed potential technical features of a method for enabling a computer user to select one of a plurality of virtual personalities from a remote location.

The objective problem to be solved by this claim could thus be said to be the provision of a method to enable a user to select from a plurality of virtual personality profiles and select the profile which matches his own personality best. The potential Special Technical Features of subject 3, not known from the above mentioned prior art, are to be found in the steps necessary to implement this method.

4. Claims 44-48 yield the non disclosed potential technical features of a method for site ambiance provision.

The objective problem to be solved by this group of claims could thus be said to be the provision of a method for indication of an ambiance of a web site. The potential Special Technical Features of subject 4, not known from the above mentioned prior art, are to be found in the steps necessary to implement this method.

5. It can be seen from the prior art document that the remaining technical feature of claim 63, representing the group of claims 62-74, is that of executing a search on the Internet to provide a list of interesting sites according to a virtual personality profile. This technical feature can thus be considered as a Special Technical Feature as defined by Rule 13(2) PCT, characterizing of the fifth subject.

The objective problem corresponding to claim 63 could thus be said to be that of executing a search on the Internet to provide a list of interesting sites according to a virtual personality profile. The remaining claims in the group point to possibly different objective problems.

6. Claims 75-78 yield the non disclosed potential technical features of a method for site modification according to a personality profile.

The objective problem to be solved by this group of claims could thus be said to be the provision of a method for modifying the site URL selected by a user into one which better fits the users personality

profile. The potential Special Technical Features of subject 6, not known from the above mentioned prior art, are to be found in the steps necessary to implement this method.

7. Claims 79-86 yield the non disclosed potential technical features of a method for data directory display.

The objective problem to be solved by this group of claims could thus be said to be the provision of a method for requesting a display of data from a data directory. The potential Special Technical Features of subject 7, not known from the above mentioned prior art, are to be found in the steps necessary to implement this method.

8. Claims 91-100 yield the non disclosed potential technical features of a method for user interface modification.

The objective problem to be solved by this group of claims could thus be said to be the provision of a method for modifying the user interface behaviour according to a user's personality. The potential Special Technical Features of subject 8, not known from the above mentioned prior art, are to be found in the steps necessary to implement this method.

9. Claims 101-111 yield the non disclosed potential technical features of a method for storing a user's personality profile on a computer readable storage media.

The objective problem to be solved by this group of claims could thus be said to be the provision of a method for storing a user's personality profile on a computer readable storage media. The potential Special Technical Features of subject 9, not known from the above mentioned prior art, are to be found in the steps necessary to implement this method.

10. Since the identified objective problems are distinct and each one can be tackled independently of the others, no technical features in the claimed inventions can be seen as common or corresponding Special Technical Features within the meaning of Rule 13(2) PCT.

In determining a possible relationship between these 9 subjects, such as a common inventive concept, we find that there are no technical features in the first group of claims that contribute to the aim of creating a virtual personality profile, or that of enabling a user to select from a plurality of virtual personality profiles and selecting the profile which matches his own personality best, or that of indicating an ambiance of a web site, or that of executing a search on the Internet to provide a list of interesting sites according to a virtual personality profile, or that of modifying the site URL selected by a user into one which better fits the users personality profile, or that of requesting a display of data from a data directory, or that of modifying the user interface behaviour according to a user's personality, or that of storing a user's personality profile on a computer readable storage media.

Similarly, no features are available by means of which a relationship

between the subject of the second, third, fourth, fifth, sixth, seventh, eighth or ninth group of claims (26-86,91-111) and the subject of the first group of claims (1-25,87-90) may be established.

Even if the generic problem of personality profile management can be seen as common among the claims, such problem is known from the prior art and can not offer the basis for a common inventive concept in the sense of Rule 13(1) & (2) PCT.

Consequently, neither the objective problems underlying the subjects of the nine claimed inventions, nor their solutions defined by the technical features allow for a relationship to be established between said inventions. In conclusion, therefore, the nine groups of claims are not linked by common or corresponding special technical features and define nine different inventions not linked by a single general inventive concept.

The application, hence does not meet the requirements of Unity of Invention as defined in Rule 13(1) & (2) PCT.

The search has been performed, according to Art. 17(3)(a) PCT, on those parts of the international application.

**Annex to Form PCT/ISA/206
COMMUNICATION RELATING TO THE RESULTS
OF THE PARTIAL INTERNATIONAL SEARCH**

International Application No

PCT/IL 99/00056

1. The present communication is an Annex to the invitation to pay additional fees (Form PCT/ISA/206). It shows the results of the international search established on the parts of the international application which relate to the invention first mentioned in claims Nos.:

1-25, 87-90
2. This communication is not the international search report which will be established according to Article 18 and Rule 43.
3. If the applicant does not pay any additional search fees, the information appearing in this communication will be considered as the result of the international search and will be included as such in the international search report.
4. If the applicant pays additional fees, the international search report will contain both the information appearing in this communication and the results of the international search on other parts of the international application for which such fees will have been paid.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category ° | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|------------|--|-----------------------|
| X | WO 97 41673 A (FREEDOM OF INFORMATION INC) 6 November 1997 see abstract see page 3, line 1 - page 5, line 19 --- | 1-25, 87-90 |
| X | WO 96 23265 A (BRITISH TELECOMM ;DAVIES NICHOLAS JOHN (GB); WEEKS RICHARD (GB)) 1 August 1996 see abstract see page 1, line 1 - page 3, line 31 ----- | 1-25, 87-90 |



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

° Special categories of cited documents :

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier document but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more others such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Patent Family Annex

Information on patent family members

International Application No

PCT/IL 99/00056

| Patent document cited in search report | Publication date | Patent family member(s) | | | Publication date |
|--|------------------|--|---|--|--|
| WO 9741673 | A 06-11-1997 | US CA EP | 5848396 A 2252568 A 0895685 A | | 08-12-1998 06-11-1997 10-02-1999 |
| WO 9623265 | A 01-08-1996 | AU BR CA CN EP FI JP NO NZ | 4454996 A 9606931 A 2210581 A 1169195 A 0807291 A 973080 A 10513587 T 973372 A 298861 A | | 14-08-1996 11-11-1997 01-08-1996 31-12-1997 19-11-1997 22-07-1997 22-12-1998 22-09-1997 28-01-1999 |